

University of Washington | Capstone | 2024

# *House of Arts Outreach Project*

Presented by

**WREN GOLEMBIOWSKI AND MONICA AUGUSTINE**





# Introductions

## THE TEAM



Monica Augustine,  
UW MLIS Student

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UW MLIS Student



## THE SPONSOR



High Point Public Library is a major organizer of community events within High Point, NC



# *Context*

- While High Point Public Library has had some art programming focused on age groups or small activities, there has yet to be an “all ages” option available.
- There is currently an external organization offering this for cost, but the Library wants to improve access to art programs by offering a free/low-cost option
- To ensure success and continuation of this program, the Library needs to secure local artists, art professors, and other knowledgeable art professionals to partner with the club and make the program a success.





# Objectives

## OBJECTIVE 1

Increase community engagement and awareness through increased and consistent social media marketing and analytics

## OBJECTIVE 2

Research and contact local art professionals to partner with the club for guest instruction to enhance club opportunities



# Approach

Considering the need to engage both prospective club members and partners, our engagement efforts were divided into two areas:

## Marketing

01

The focus of the marketing side was to create social media posts and engage with individuals online in order to increase traffic and presence of the House of Arts' Facebook and Instagram pages. This includes measuring data analytics and creating a club Instagram page.

## Networking

02

Local artists, Etsy sellers, college professors, and high school art teachers in and around the High Point area were researched, assessed, and contacted for possible partnerships. Names, contact information, and updates were tracked via Google Sheets.

# Some Setbacks

## Resource Restrictions

Due to space and funding limitations, possible activities the club could learn were limited, which in turn narrowed the scope of possible partners.

## Physical Displacement

As High Point Public Library is located on the opposite coast from the team, time differences and the inability to liaise in person created a communication hurdle. The distance also limited the ability to directly engage with the community.

## Social Media Reach

As a result of the smaller service population and community interest in the arts, both social media pages were more limited than expected in terms of audience appeal.

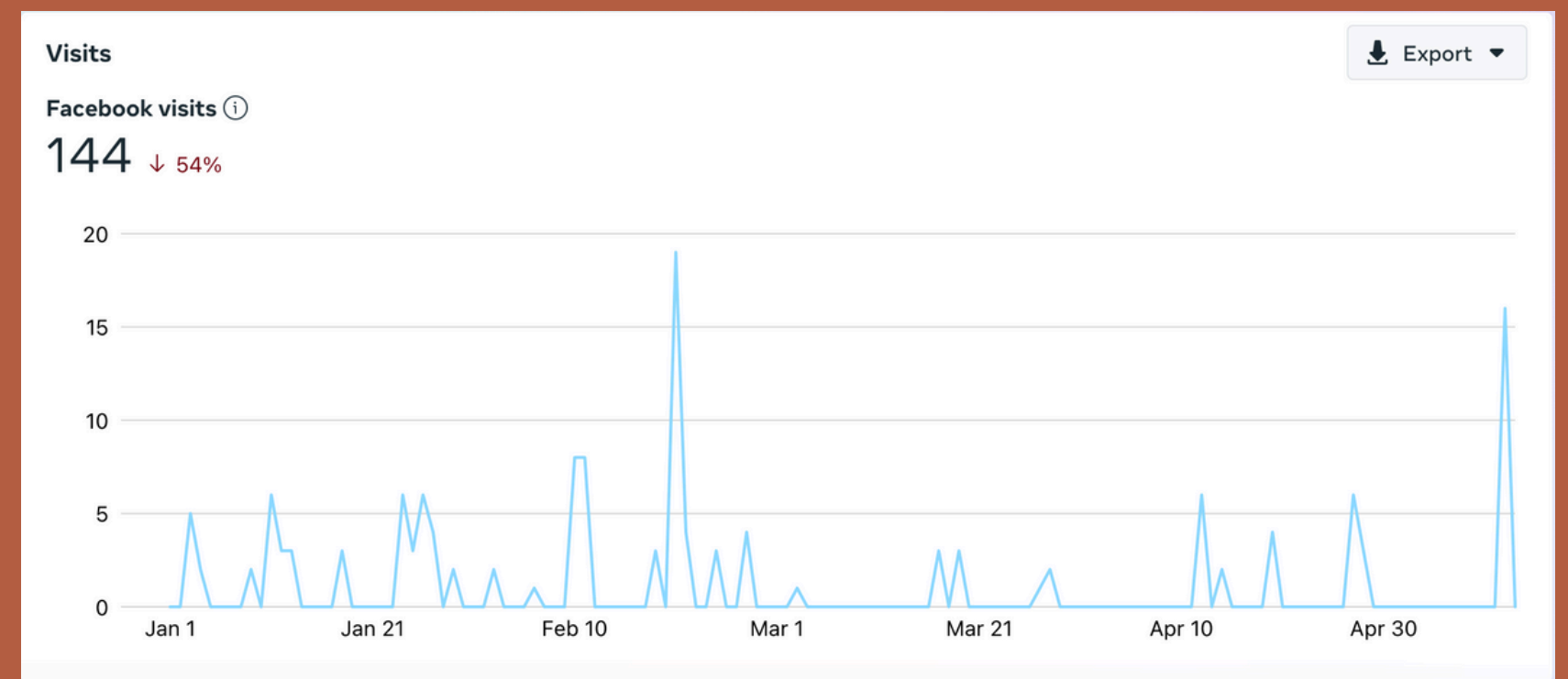
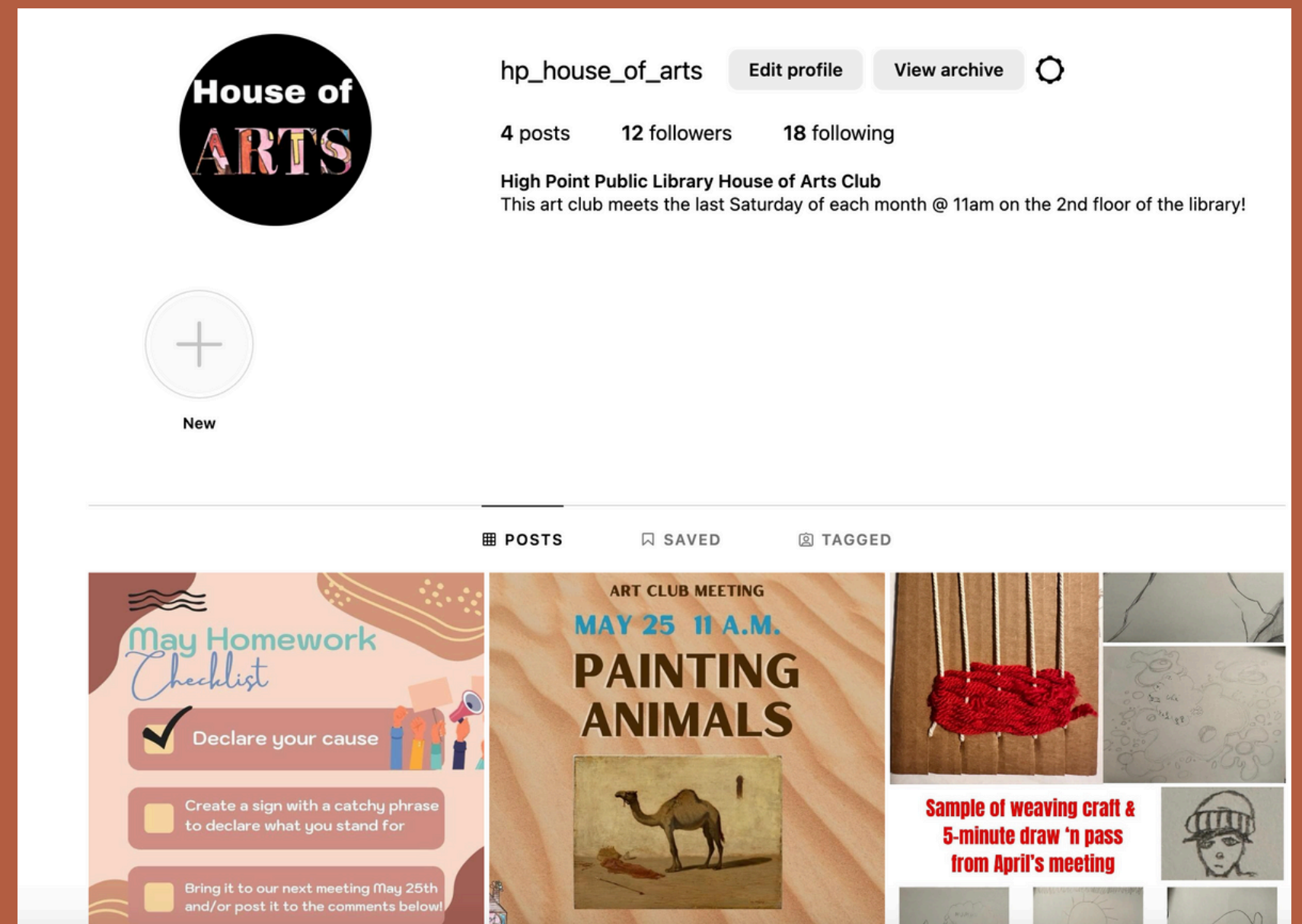
## Lack of Responses

Though many possible partners were contacted, responses of any type were minimal; this is likely in part due to the outreach phase coinciding with a busy term for many college-based professionals.



# Results

While the club Facebook page has not seen a major increase in followers, user engagement has remained steady since the project began in January. In addition, the club's Instagram has already gained half the amount of followers within its first month.



# Results

Over the course of the project, 62 art professionals were found and contacted. One partner has already spoken at the club, and two are scheduled for future sessions.

Name	Specialization	Job	Affiliation	Phone	Email	Location	Contacte	Follow-Up Needs	Respor
Enid	Multidisciplinary	Artist	Instagram			High Point?	3/6		
Raman Dev Bhardwaj	Murals, Illustration	Artist	Instagram			Greensboro	3/6		
Sabrina Tillman	Portraits	Artist	Instagram			High Point?	3/6		
Brian Davis	Murals	Artist	Instagram				3/6		
Tre Gibson		Artist	Instagram			Greensboro	3/6		Yes
Heather Stanley		Artist	Instagram				3/8		
GTCC Art Club	All	Club	GTCC; Advisor is Tricia Drummond				4/11		
Brittany Sondberg	Sculpture, Photography	Associate Professor of Art	Greensboro College			o.e Greensboro	4/11		
Hye Young Kim	Installation, Painting	Professor	Winston-Salem State University			Winston-Sal	4/12		
Bryan Ellis	Drawing	Professor	Wake Forest University			Winston-Sal	4/12		
David Faber	Printmaking	Professor	Wake Forest University			Winston-Sal	4/12		No
Leigh Ann Hallberg	Drawing	Professor	Wake Forest University			Winston-Sal	4/12		
Page Laughlin	Painting	Professor	Wake Forest University			Winston-Sal	4/12		No
3 to 4 Ounces	Art and Literary Magazine	Student Organization	Wake Forest University			Winston-Sal D/R			
Jennifer Gentry	Drawing with Digital Integration, Design, Fundamentals	Professor	Wake Forest University			Winston-Sal	4/12		
Maria Ogedengbe	Painting	Professor	Wake Forest University			Winston-Sal	4/12		No
Roymieco A. Carter	Advertising, Design, Art, Media, Culture, Education	Professor	North Carolina Agricultural and Technica State University			Greensboro	4/12		Yes
Michael Ananian	Painting	Professor	UNC Greensboro			Greensboro	4/12		No
Barbara Campbell Thomas	Painting, Printmaking & Drawing	Professor	UNC Greensboro			Greensboro	4/12		
Rodgers Dameron	Animation	Professor	UNC Greensboro			Greensboro	4/12		Yes
Mariam Stephan	Painting	Professor	UNC Greensboro			Greensboro	4/12		
Katy Collier	printmaking, life drawing, and color theory	Professor	Guilford College			Greensboro	5/2		
William Thomas	oil and acrylic painting	Professor	Guilford College			Greensboro	5/2		
Rodney Bennett		Teacher	High Point Christian Academy			High Point	5/2		
Dewanna Neighbours		Teacher	High Point Christian Academy			rg High Point	5/2		
Kaitlin Botts	Graphic, mixed media	Professor	University of North Carolina School of the Arts			Winston-Sal	5/3		
Zaire McPhearson	Contemporary	Teacher-Scholar Postgraduate Fellow	Wake Forest University			Winston-Sal	5/10		
Charlie Tefft	pottery, hand-painted	Visiting Instructor for Art	Guilford College			Greensboro	5/10		
James Langer	Painting	Professor	Greensboro College			Greensboro	5/10		
Rosa Otero	Design	Professor	Salem College			Winston-Sal	5/10		

**CONTACT  
INFORMATION  
HIDDEN FOR  
PRIVACY**



*Our club's first guest speaker, Professor Carter! He's an artist who shared his gifts with us today. Thank you!*



# *Benefits*

Due to this project, the High Point Public Library's House of Arts was able to connect with three art professionals for guest workshops and possible future partnerships to expand community art knowledge. Additionally, the House of Arts has a newly bolstered social media presence, with completed analytics and a new Instagram.



# *Next Steps*

- Reconnect with partners who lacked time during first inquiry
- Maintain and transition Library social media pages to designated staff member





*Thank  
You!*

